GEOplan consulting

A positive and innovate approach to land use planning

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May 11, 2012

Danielle Loring, Executive Assistant
Raymond Town Office
401 Webbs Mills Road
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Danielle:

I am pleased to submit the enclosed proposal for planning, economic development, and GIS services in response to the Request for Proposals issued by the Town of Raymond on April 19th. I am partnering with the Portland firm of RANSOM Consulting Engineers & Scientists. Together we can fully and cost-effectively provide all of the desired services with full assurance of the highest professional quality.

The proposal provides a flexible framework for meeting the broad range of technical assistance outlined in the RFP, and the consulting team is open to discussion of any and all modifications desired by the Town. As you stated in a response to inquiries, this is a new approach to services delivery in Raymond, and the community will need to evaluate the proposals that come in to see if this combined package of planning, economic development, and GIS services can be provided on a consultant basis.

As you will see in our proposal, GEOplan Consulting and RANSOM Consulting Engineers & Scientists are confident that this approach is workable and we are prepared to make it work for your community.

I will be out of the state from May 22 through the 26th and hope that any interviews can work around that scheduled trip out west.

I look forward to meeting with you, Don, Chris and any citizens to discuss this exciting opportunity to work together in meeting the needs of Raymond for technical assistance. If you have any questions, please don't hesitate to contact me.

Sincerely,

George H. Thebarge

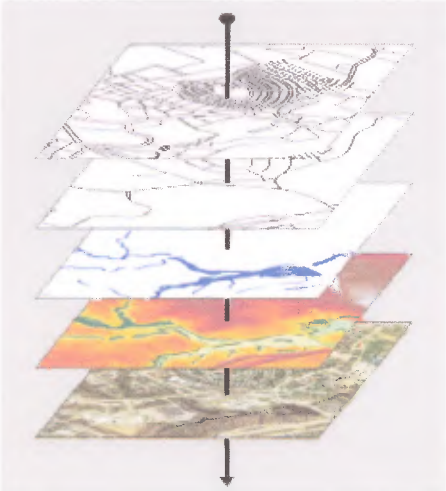
George Thebarge AICP
GEOplan Consulting

Town of Raymond
Proposal for Consulting Services

PLANNING

ECONOMIC DEVELOPMENT

GIS



May 10, 2012

GEOplan consulting

RANSOM Consulting Engineers and Scientists

TOWN OF RAYMOND
PROPOSAL FOR PLANNING, ECONOMIC DEVELOPMENT, & GIS SERVICES

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INTRODUCTION & APPROACH

The project team of George Thebarge AICP of GEOplan Consulting and Andrew Land of RANSOM Consulting Engineers is pleased to submit this proposal for planning, economic development, and GIS services to the Town of Raymond. The team will bring a breadth and depth of knowledge and experience to fully and cost-effectively meet the service needs of the community.

Three decades of highly successful planning, zoning, and economic development in public and private sector service provide George Thebarge AICP with extensive knowledge of land use issues, technical standards, legal requirements, project management, and public relations. He specializes in technical analysis, problem solving, public engagement, and presentations that inform the community and help build consensus.

In conjunction with a Master of Science degree in GIS, Andrew Land has eight years of professional and academic GIS experience. He has extensive training and knowledge in GIS theory, GIS project planning, geodatabase design, data management, model building, multi-criteria spatial analysis, regression analysis, cartography (2D & 3D), web-based GIS applications, mobile mapping applications, GIS education, and GPS field data collection. Andrew is also adjunct faculty at the University of Southern Maine, where he instructs introductory ArcGIS classes.

Approach to GIS Services

This proposal provides a flexible yet predictable approach to the ambitious scope of services issued in the Request for Proposals. Raymond has made great progress in developing a state of the art GIS system that can be expanded according to needs, interests, and resources of the community. The primary emphasis of this proposal is to provide a sustainable baseline level of service to maintain the significant investment the Town has made in its GIS, GPS, and Auto-CAD technology. This will be accomplished by training in-house staff to perform routine functions like up-dating property maps and data bases. The GIS specialist (RANSOM) will provide 18 to 20.5 hours monthly for training, system improvements, & mapping projects in the transition period as outlined in Section 9 of this proposal—the proposed budget for planning, economic development, and GIS services.

The planning/economic development consultant (GEOplan) will prepare, print, publish, and present thematic maps related to planning and economic development projects to make the powerful GIS technology useful. He will also serve as the GIS manager for the community over the term of the contract. The GIS specialist will also help the community develop more user-friendly applications to make the technology more accessible to the citizens. Finally, as time and budgets permit, the GIS specialist, planning/economic development consultant, staff,

citizen volunteers, and interns will develop capability to establish GPS databases for additional community features like trails and road culverts.

The goals for GIS services just stated are based on a premise that the value of this technology is primarily measured by the extent to which it can be applied in day to day operations of staff, volunteers, and the general citizenry. The goal is not to have the most sophisticated technology systems but to have practical use of it by the largest number of users. This proposal sets a direction away from relying on one individual for all GIS activity toward a network of individuals, thereby reducing dependency and spreading use of the technology.

To this end, the GIS specialist and planning/economic development consultant will work with Town staff to develop annual tax maps and zoning maps and make them available in Vision software and pdf versions. The consulting team will assist other departments and committees with GIS related questions and provide necessary related information. They will also work with the Addressing Officer and Fire Department in maintaining the road name database and street index.

Approach to Planning & Economic Development Services

GEOplan Consulting is uniquely qualified to provide planning services to the Town of Raymond under a contract consultant arrangement. George Thebarge AICP has provided services under the same arrangement for the abutting Town of Gray for the past four and a half years.

The planning/economic development consultant will provide regular office hours two days per week (16 hours) at the Raymond Town Offices to be readily available to citizens and staff for consultations. Those office hours will also be used to provide ongoing planning and economic development services as well as GIS system management and production. Office hours will be adjusted for days with night meetings (i.e., Board of Selectmen, Conservation Commission, Comp Plan Committee, Raymond Revitalization Committee, etc.) in order to stay within budget constraints while providing high accessibility to citizens and policy makers. GEOplan Consulting will work with the Town administration to determine a schedule that best matches community service needs.

The planning/economic development consultant will review site plan and subdivision applications against the requirements of the ordinances and will provide applicants, Town staff, and the Planning Board with review comments, draft approval conditions, and decision notices under the Town's peer review system where applicants establish a review escrow fund to cover application processing costs. The consultant will also coordinate engineering peer reviews that are done separately through the Town's engineering services provider. The consultant will work with the administration to recalibrate the Town's review escrow system to assign review and processing costs for site plans and subdivisions according to policy decisions on how much of the costs will be assigned to applicants versus the taxpayers. Reviews not covered by peer

escrows (e.g., minor site plans) can be conducted by Town staff with limited oversight from the consultant to reduce costs.

This proposal assumes that consultant site plan and subdivision reviews (including time spent on applications at Planning Board meetings) will be entirely funded through the Town's peer review system and that reviews will be mostly conducted outside of regular office hours and outside of the planning, economic development, and GIS services budget contained in this proposal. This approach will assure that maximum resources are available to meet the Town's research needs to pursue implementation of its Comprehensive Plan, Open Space Preservation Plan, and other existing long range plans and to develop an effective Economic Development Plan and program. The proposed budget for planning, economic development, and GIS services, not including Planning Board peer reviews is included in Section 9 of this proposal.

1. Contract Principal Name, Street Address and Email Address

George Thebarge AICP
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2. History, Related Work & Current Clients

GEOplan Consulting – George Thebarge AICP

For a quarter century starting in 1980, Falmouth, Maine experienced strong growth and much change. The community responded to these challenges with one of the most progressive and innovative planning programs in northern New England. Declining commercial strips were revitalized into vibrant shopping and activity centers and new commercial areas developed following master plans. Open space planning added 800 acres of public land, along with improved protections for lake watersheds, wetlands, and vernal pools. The planning program that transformed Falmouth is now available to communities throughout southern Maine in George Thebarge AICP of GEOplan Consulting.

At Falmouth Mr. Thebarge managed the preparation of master plans and negotiated public-private partnerships that resulted in a new attractive commercial center at Exit 53 on the Maine Turnpike and the revitalization of the Route 1 corridor which is currently being reviewed as a model of commercial strip redevelopment. These growth management programs contributed greatly to the designation of Falmouth Foreside as one of the top twelve retirement locations in the nation.

A study commissioned by the community on his departure done by the Consensus Building Institute of Cambridge, Massachusetts made the following independent observations of the planning programs Mr. Thebarge had developed and managed:

> ***Sophisticated, with progressive ordinances and planning initiatives*** *- The Town is quite sophisticated in its thinking and a leader in its land use management strategies;*
>
> ***Active planning*** *- The Town is committed to land use planning, from vision to implementation, and offers resources to fund planning in the Town, and employs best practices, cutting-edge technologies, and innovative tools;*
>
> ***Engaged, knowledgeable citizenry*** *- Perhaps one of Falmouth's biggest assets is its committed volunteers and active citizenry. It is a model of citizen participation;*
>
> ***Lack of litigation*** *- Falmouth has a remarkable lack of litigation around land use issues.*

Upon leaving Falmouth in 2007 Mr. Thebarge became a private consultant serving municipalities, developers, and landowners in southern Maine. He entered a service contract similar to that contained in this RFP with the Town of Gray to provide all of their planning and economic development services. Over the past four years, he helped the community put together an effective economic development program working with the Community Economic Development Committee and the newly formed Gray New Gloucester Development Corporation.

That economic development program just concluded negotiation of a public-private partnership with owners of the NorthBrook Business & Industry Campus that will extend their TIF program 10 years to bring a new high-tech design and manufacturing plant and complete the business park infrastructure. A similar partnership is close to bringing the Maine Narrow Gauge Railroad Co. & Museum from Portland to Gray based on a feasibility study proposal Mr. Thebarge prepared and submitted to their relocation committee. He negotiated and implemented Gray's first commercial design guidelines and the transitional zoning for a new Hannaford food store.

George Thebarge AICP put together one of the most successful CDBG programs in the County that is revitalizing Gray Village, the Town's historic downtown. In combination with other grant programs (Project Canopy, Efficiency Maine, Brownfields) the Town received $200,000 more in outside funding than it paid for GEOplan consulting services over four years.

Mr. Thebarge helped rebuild Gray's dysfunctional Planning and Code Enforcement departments, rewrote ordinances to be consistent with current practices and State law

and assisted in recruiting qualified personnel to administer them. As in Falmouth, these efforts positively affected legal services budgets through careful and professional responses to land use controversies. In Gray he successfully extinguished a political fire raging over a private campground on Little Sebago Lake and prevented a similar one where a developer created thirteen lots on a private road without going before the Planning Board. In the latter case, the Town recovered all consultant and legal costs, upgraded the private road, and had zero heated public meetings involving homeowners who could not sell their properties because of the title problems.

His last project for the Town of Gray was to draft a Letter of Agreement for another public-private partnership to the Gray Town Council that will take the vacant and deteriorating old Post Office and Town Hall on Shaker Road to form the nucleus for a Village Park and municipal parking lot that will serve a renovated Stimson Hall, a world class Little League facility, an adjacent elementary school, and commercial properties that will be upgraded and expanded as a result of the project. The project started with a CDBG grant for a master planning study of the block and a Brownfields grant that Mr. Thebarge applied for and secured. He coordinated engineering and architectural assessments and managed a community design workshop working with the Community Economic Development Committee. He presented the resulting vision concept to key stakeholders and identified their goals and potential involvement in the project for the Letter of Agreement.

Just prior to that project, George worked with the Liberty Family Foundation to implement their vision for a multi-purpose Agritourism Center on North Raymond Road that will involve active commercial agriculture, community gardens, a performing arts center, eco-friendly lodging, community recreation facilities, and 85 acres of open space with formal trails. He drafted the zoning amendments for this project and did a review of the Comprehensive Plan for consistency of the proposal with the Town's long-range planning goals and recommended policies.

RANSOM Engineering – Andrew Land

Andrew has been providing GIS support to municipalities in Maine for eight years. He's worked with Assessor's, Planners, Town Engineers, Code Enforcement Officers, Public Works Departments, Police and Safety, Sewer Districts, and Town Managers providing GIS Solutions for a variety of applications, such as:

Tax Map Creation and Management - Working directly with the Towns of South Berwick and Yarmouth, Andrew completes yearly updates for both digital parcel composites and printed tax map books. This work includes the creation and maintenance of digital parcel lines, parcel polygons, parcel dimensions, easements, public and private rights of ways, paper streets, and map book cartography, design, and production. In addition to

digital and paper tax maps, this work also includes the past development / deployment and current maintenance of no-cost viewers allowing any employee to view the Town's digital maps, and working closely with assessors to utilize and maintain property records maintained in Vision Appraisal, and Patriot Databases.

Zoning Maps - Working as a subcontractor to the Town's GIS consultant, Andrew provides map book cartography, design and production to the Towns of South Portland, Westbrook, Kennebunkport, Eliot, and Ogunquit. For the Town of South Berwick, Andrew worked with the Planner and Planning Board Members to update digital and paper General Zoning Maps, and in Wells he created the Town's Official Shoreland Zoning Map as interpreted from the Town Ordinance. As a subcontractor to the Town's GIS consultant, Andrew is currently creating digital and paper Shoreland Zoning Maps as interpreted from the ordinance for the Towns of Eliot and Kennebunkport.

Flood Maps - Andrew is also currently working with the Code Enforcement Officer in Kennebunkport, and Engineers at Ransom Consulting to perform ArcGIS-based surface and hydrologic analysis to remap and provide base elevations for un-numbered A Zones on the current FEMA Flood Insurance Rate Maps.

Road Surface Management - Working with the Town of South Portland Planning Department and Public Works Department, Andrew helped make data maintained in a Road Surface Management System Database (RSMS) interoperable with the Town's digital road centerline layer. Both departments now have the ability to visualize and make maps of the roads based on RSMS rating or condition and other statistics maintained in or derived from the RSMS database.

Asset Management - For the City of South Portland, Andrew converted the permit management and inspection process for the Street Openings Management Program to a custom ArcGIS-based system. Paper permits are now scanned, and entered into a database which is used to create maps and visualize inspection status for excavations in city streets. Database automation tools ensure that time sensitive information is up to date on maps used for inspections and evaluations, and reporting tools help general program administration. In addition to office-based systems, mobile mapping and data collection applications were created so inspections can be done via interacting with a digital map in the field. Along with Street Opening Program inspections, mobile street lighting inspection forms have also been developed and deployed for the City of South Portland as ArcGIS applications.

Stormwater System Mapping - As part of requirements for NPDES Permitting, Andrew also has experience creating ArcGIS-based stormwater management systems. For the Town of Yarmouth, Andrew mapped the Town's stormwater infrastructure via GPS field

mapping and working with as-built utility plans (geo-referenced paper, and digital CAD drawings).

Addressing - As a subcontractor to the Town's GIS consultant, Andrew worked with the City of Westbrook to integrate the Town's GIS data holdings into the Police and Safety E911 dispatch system. This included working with the addressing officer to create unique points for each address in the city to ensure that the geocoded locations on dispatcher maps were as accurate as possible. In addition to unique address locations, Andrew has experience creating and working with address range-based road centerline datasets. Such a dataset was created by Andrew for the City of Dover, New Hampshire Public Works Department.

Custom Tool Development - Occasionally some ArcGIS workflows need to be automated; Andrew has expertise in model building for custom tool development and data automation. Some examples include database updates and inspection progress reporting for the City of South Portland Street Openings Program, various dataset handling and processing tasks for day to day operations and map production for Ransom Consulting, abutter list generator and label creation tools for the Town of Yarmouth, and a custom tool to calculate minimum lot size requirements based on the carrying capacity of soils for the Town of Harpswell.

3. Contract Work References

For George:

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For Andrew:

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William Healey, Assessor
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4. Statement of Current Workload

GEOplan Consulting

The GEOplan Consulting contract with Gray ended in March of this year and George Thebarge is looking for another community to partner with under a similar services contract. He is currently working with private developers on the Gray downtown revitalization and Narrow Gauge Railroad projects to keep them going, and he is representing landowners in Falmouth on a church expansion project. Mr. Thebarge has capacity to meet all of the service needs of Raymond and if selected as the planning/economic development/GIS consultant, he will give this work precedence over all other project commitments.

RANSOM Engineering

Andrew Land is a fulltime GIS consultant for RANSOM Engineering, and provides support for Environmental Due Dilligence, Civil Site Design, and Environmental modeling. This direct support for RANSOM Engineering consumes 40%-50% of his current workload, the additional 50%-60% of his workload is attributed to short-term contractual GIS work with municipalities and Subcontractor agreements. With a current average utilization of 60%, Andrew has full capacity to dedicate his time as needed for this contract.

5. Qualifications & Experience in Other Communities

Covered in Section 2 above, the resumes in Attachment A, and the sample projects in Attachment C.

6. Resumes of Key Personnel

Resumes for George Thebarge AICP and Andrew Land are included in Attachment A.

7. Pending or Past Legal Actions

There are no pending or past legal actions against either company.

8. Evidence of insurance

George Thebarge AICP currently has personal automobile, general business, professional liability, and disability insurance. If the consulting team is selected and offered a services contract, copies of all policies will be provided and coverages will be increased if needed to meet the Town's requirements.

Ransom Consulting Engineers carries full professional insurance that far exceeds the requirements in the RFP. If the consulting team is selected and offered a services contract, copies of all policies will be provided.

9. Annual cost to provide services

Based on the several assumptions stated in the introduction above (that are all subject to discussion and negotiation), GEOplan Consulting and RANSOM Consulting Engineers proposes the following three-year budget for services:

PROPOSED ANNUAL SERVICES BUDGET ALLOCATIONS

	COMPANY	HOURS/WEEK (47 WEEKS)	FEE/HOUR	ANNUAL COST
YEAR 1	GEOplan	16	$60	$45,120
	RANSOM	4.5	$95	$20,093
	TOTAL	**20.5**		**$65,213**
YEAR 2	GEOplan	16	$65	$48,880
	RANSOM	2.5	$95	$11,163
	TOTAL	**18.5**		**$60,043**
YEAR 3	GEOplan	16	$70	$52,640
	RANSOM	1	$95	$4,465
	TOTAL	**17**		**$57,105**

This three-year budget proposal reflects an adjustment to the standard municipal billing rate of GEOplan Consulting ($70/ hour) to reflect the higher involvement of RANSOM Engineering in the initial transition from fully in-house GIS services to the consultant arrangement in the first two years of the contract. The net result is a declining cost of services over the three-year term. The budget is also proposed as a baseline for service levels that can be expanded through non-tax revenues such as grant monies. In Gray the average amount of non-tax funding averaged one-third of the annual consultant compensation. The consultant team will work with the administration to identify and develop such outside funding resources.

As stated in the introduction and approach to services, this proposal assumes that all costs associated with site plan and subdivision applications, including time spent on them at Planning Board meetings will be covered by applicants through the peer review system. The Town may want to consider including a one-hour initial consultation for applicants as part of the general planning services budget, as this would be a modest amount of the overall budget and would be far easier to administer.